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Merry-Go-Round

FOR FLOWER BULBS

Rings up "Sweet Profits" year 'round

FALL 1959 PRICES

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CLEAR-VU "JUMBO" PICTURE PACKAGED BULBS



for late Summer and Fall

Order Now!!

BULB CONTENTS, DESCRIPTION	BULBS PER PKG.	BULB SIZE				S	HIPPING	DATES				
ANEMONES, Mixed Colors	36	1/2''-5%'' Diameter	BEGIN AUG.	SEPT.	ост.	NOV.	DEC.		AND LATER	R (SEE SPRIN	G LIST)	
CALLA LILY, White (Aethiopica)	3	11/4''-13/4'' Diameter	BEGIN AUG.	SEPT.	ост.	NOV.	DEC.	JAN.	END FEB.	xxx	xxx	xxx
EASTER LILY (L. Longiflorum)	3	6"-7" Circum.	BEGIN AUG.	SEPT.	ост.	NOV.	END DEC.	xxx	XXX	xxx	xxx	XXX
*GLADIOLUS BULBS, Rainbow Mix; also separate colors: RED, PINK, YELLOW, LAVENDER, WHITE AND PURPLE	15	No. 1 1½"-2"	BEGIN AUG.	SEPT.	ост.	NOV.	DEC.		AND LATE	R (SEE SPRIN	IG LIST)	
*Florida and Gulf Coast areas only, where Gladiolus can be planted in late summer and early fall in addition to spring.	OR 12	JUMBO 2"										
GLORY LILY (Gloriosa Rothschildiana) Orange Scarlet Climbing Lily	1	5"-6" Length	BEGIN AUG.	SEPT.	ост.	NOV.	DEC.		AND LATER	SEE SPRIN	G LIST)	
RANUNCULUS, Mixed Colors	24	½''-5%'' Diameter	BEGIN AUG.	SEPT.	ост.	NOV.	DEC.		AND LATER	SEE SPRIN	G LIST)	
HYACINTHS, Dutch, Mixed Colors	4	16-17 cm Circum.	XXX	BEGIN SEPT.	ост.	NOV.	END DEC.	XXX	xxx	XXX	XXX	XXX
DAFFODILS, King Alfred (Large Yellow Trumpet)	5	Double Nose II	XXX	BEGIN SEPT.	ост.	NOV.	END DEC.	XXX	xxx	XXX	XXX	XXX
NARCISSUS, Select Assortment of Various Types and Colors	5	Double Nose 11	XXX	BEGIN SEPT.	ост.	NOV.	END DEC.	XXX	xxx	XXX	XXX	xxx
NARCISSUS, Paperwhite	8	14-16 cm Circum.	XXX	BEGIN SEPT.	OCŢ.	NOV.	END DEC.	xxx	XXX	XXX	XXX	xxx
NARCISSUS, Soleil D'Or (Sun of Gold)	6	14-16 cm Circum.	XXX	BEGIN SEPT.	ост.	NOV.	END DEC.	XXX	xxx	XXX	xxx	XXX
TULIPS, Tall-Stemmed Darwins, Rainbow Mixed Colors, also separate colors: Red, Pink, Yellow, White, Purple	0R 10	Ist Size II-I2 cm Top Size I2 cm up	XXX	BEGIN SEPT.	ОСТ.	NOV.	END DEC.	XXX	xxx	XXX	XXX	XXX
TULIPS, Parrot, Mixed Colors	10	11-12 cm Circum.	XXX	BEGIN SEPT.	ОСТ.	NOV.	END DEC.	XXX	xxx	XXX	XXX	XXX
AMARYLLIS, Meade Strain Hybrid Mixed Colors	3	21/4"-21/2" Diameter	xxx	xxx	BEGIN OCT.	NOV.	DEC.	END FEB.	XXX	xxx	XXX	XXX
DUTCH IRIS, Mixed Colors	24	7-8 and 8-9 cm	xxx	XXX	BEGIN OCT.	NOV.	DEC.	END JAN.	xxx	XXX	xxx	xxx

Spring-Summer Bulbs Follow Immediately the Above Listed Fall Bulbs. Our Clear-Vu "JUMBO" Line Provides you Good Profits Practically the Year 'Round.

Colorfully packaged for fast, impulse sales

HYACINTHS

RANUNCULUS

Giant - Flowering DARWIN TULIPS

Paper-White NARCISSUS

(Gloriosa Rothschildiana) Orange-Searlet Climbing Lily

ANEMONES

Each bulb item offered is packaged with a jumbo size (6" x 8") picture label of flower in full natural colors. Complete tested and proved planting directions are printed on every label to avoid explanation and save time for you and the customer. Clear polyethylene bag makes a sturdy, break-proof package yet permits full view of contents. Packages sell on sight. Customers buy again and again. You make a liberal profit on every package.

WHOLESALE PRICE: \$6.25 PER DOZ. PKGS.

SUGGESTED RETAIL: Choose your selling price to provide your own required profit margin:

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	If Your Retail	Your Mark-Up	Your Profit on
YOUR COST	Price Is:	Figures	Selling Price Is:
Approx. 52¢	98€	88%	47%
Approx. 52¢	896	71%	42%
Approx. 52¢	79¢	52%	34%
MINIMUM ORDER: No	orders accepted for	r less than 2 doz. pag	kages.

TRANSPORTATION CHARGES ALLOWED on shipments of 12 doz. packages or more, within 1,000 mile radius of Cocoa, Florida (5% allowance on transportation if beyond 1,000 miles). Shipments less than 12 doz. packages, prices are F.O.B. Cocoa, Florida.

PACKING: Any assortment of your selection, in items available for shipment at the same time (refer to shipping dates on above chart).

WEIGHT: Packed for shipment, 6 to 12 lbs. per dozen packages, depending upon assortment of items ordered.



DISPLAY RACK

The above pictured display rack for our Clear-Vu Jumbo packages will be furnished upon request on an initial order for 24 dozen or more packages. This order can be split into smaller shipments, but first shipment to include display rack must consist of 12 dozen or more packages. Designed for mass outlets having heavy store traffic, this attractive, all-metal display stands 51/2 ft. high, occupies only four square feet of floor space, yet holds up to 16 dozen packages. The three-tier design, each tier revolving separately, permits "shopping" the display from one position. Furnished on loan basis only. This effective display can be used for our fall bulb line, and then for our spring line which overlaps the fall offers, thus providing practically year-'round sales and profits. Where store traffic does not warrant the display rack, a simple peg board with hooks also will show off our Clear-Vu Jumbo packages to good advantage and increase bulb sales and profits; materials are obtainable at little cost building supply dealer.

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Fall [1959]

SPECIAL ORDER BLANK

FOR CLEAR-VU "JUMBO" PACKAGED BULBS

ALEXANDER P. THOMAS BULB FARMS • P. O. BOX 187 • COCOA, FLORIDA

			Date			
SHIP TO		-				
Address						
City	The state of the s			State		
Ship on or a	bout		Check or M. (O. enclosed \$	_Charge	
		ALL SE				
DOZ. PKGS.	BULBS	AVAILABLE	DOZ. PKGS.	BULBS	AVAILABLE	
	AMARYLLIS, Mixed Colors	OctMar.		NARCISSUS, Paperwhite	SeptJan:	
	ANEMONES, Mixed Colors	AugMay		NARCISSUS, Soleil D'Or	SeptJan.	
	CALLA LILY, White (Aethiopica)	AugFeb.		RANUNCULUS, Mixed Colors	AugMay	
	DAFFODILS, King Alfred	SeptJan.	XXXX	TULIPS, Darwin	SeptJan.	
	DUTCH IRIS, Mixed Colors	OctJan.		Check which Pkg. Preferred:		
	EASTER LILY, (L. Longiflorum)	AugJan.		12 First Size 10 Top Size		
XXXX	GLADIOLUS (Florida and Gulf Coast	Year		TULIPS, Mixed Colors		
	only, where Gladiolus can be planted	Round		TULIPS, Red		
	late summer and early fall)			TULIPS, Pink		
	Check which Pkg. Preferred:			TULIPS, Yellow		
	15 No. 1s12 Jumbos			TULIPS, White		
	GLADIOLUS, Mixed Colors			TULIPS, Purple		
	GLADIOLUS, Red			TULIPS, Parrot, Mixed Colors	SeptJan.	
	GLADIOLUS, Pink			NEW OFFERS		
	GLADIOLUS, Yellow			GLADIOLUS TRISTIS (Scented Glad)	AugFeb.	
	GLADIOLUS, Lavender					
	GLADIOLUS, White					
	GLADIOLUS, Purple			The Control of the Co		
	GLORY LILY (Gloriosa Roths.)	Year Round				
	HYACINTHS, Dutch, Mixed Colors	SeptJan.				
PO EVISO	NARCISSUS, Mixed Colors	SeptJan.				
	The treatment of the tr	0001100111		The state of the s		
	GRAND TOTAL PKGS.,	DOZENS	@ \$6.25 PI	ER DOZEN \$		

NOTE: **TRANSPORTATION CHARGES** are allowed on shipments of 12 Dozen or more packages that can be shipped at one time. Full charges allowed on such shipments within 1,000 mile radius of Cocoa, Florida; actual charges allowed or 5% of Invoice Value (Whichever is less) if beyond 1,000 mile radius of Cocoa, Florida. Shipments of less than 12 Dozen packages, Prices are F.O.B., Cocoa, Florida.

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SPECIAL SECRET SAME

FOR CLEAR-VE "JUMBO" PACKAGED BULES

ASSEMBLE R. THOMAS BUEB FARMS - P. O. BOX 187 - COCOA, FLORIDA

Thursday D. M. to 1991G.

MOITOSIES LIAS

Order in Borein or Fraction of Begin

RANUNCOLIE MESS CO-11			
		DATFOOLS VALUE -	
		GLADIOLUS, PM	
GLACIOUS TRUTTS INVESTIGATION			
		CLORY USE (Series Sens)	
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